Create print data correctly – summary

When creating your print data, please note the following for a perfect print result:

- Check in advance the alignment of the elements in relation to the final product (see our guidelines or supplied sample).
- Please send us the print data in PDF format. Open data can only be used as package (with all links).
- Please always create your print data in CMYK color mode.
- Your graphic should have a resolution of at least 300 ppi.
- Important information should have a safety distance of at least 2 mm to the (folding) margin.
- Image and color areas that extend to the edge of the punching contour require an additional margin of at least 2 mm for cutting.
- Fonts must be fully embedded or converted to curves.
- The total ink application should not exceed 320%.
- We do not check spelling and typographical errors or the correct position of folds.
- The punching contour should be created as a spot color and set to overprint. Alternatively you can also provide us with the layout without the punching contour.
- Please do not make any changes to the punching contour and use it in the created original size. It may be rotated, but not mirrored.
- Please create pure black text, characters and logos (including EAN barcodes) in 100% black (CMYK 0/0/0/100) and set to overprint.
- Please define spot colors and print finishings clearly (as paths, 100% color, print finishings set to „overprint") and check the exact position.
- Please note that there may be color deviations depending on the type of cardboard and the printing system.
- Please send larger files (over 10 MB) to us via WeTransfer (www.wetransfer.com, free of charge) or use our upload server (we provide you with the access data).
- Corrections made by us will be communicated to you promptly by e-mail. The production takes place only after approval for printing.

Important!! Please do not send us low res view data and ask your graphic designer whether you are in possession of the final high res print file!

A detailed description of how to create print data can be found on the following pages.

Guidelines on compiling print data

Before you start designing ...

First of all, think about how to handle the box. How will potential customers experience them for the first time? Standing or lying down? Which side will the box open on?

The front side of a folding box is the broad section which does not directly adjoin the glue flap. If you were to select the side directly adjacent to the glue flap as the front side, the view thereof would be spoiled by the edge of the side wall attached to the glue flap. That side of the box is therefore to be made the rear side. Please ensure that images to be printed onto the top and bottom flaps are correctly positioned when those flaps are closed. The best way to ensure this is to check their positioning on the dummy (which you will generally receive from us).

Bleed

As soon as the final shape of the box is clear, we will provide you with the corresponding dielines for your order. All image and color areas that are laid out up to the edge of the punching contour require an additional margin of at least 2 mm for cutting. Only glue flaps should remain colorless from the trimming. The dust flaps and the bottom are printable. Note that parts may be covered in the closed state of the box.

Punching contour and windows

The punching contour should be created as a spot color and set to overprint. Alternatively, you can also provide us with the layout without the punching contour. Do not make any changes to the punching contour and please use them in their original size. Let us know if there are any additional cut-outs or windows that need to be moved. Adjustments made without our knowledge could easily be overlooked during production. If you have any requests for adjustments, simply contact us: we will be happy to provide you with an adapted punching contour. The punching contour may be rotated, but not mirrored. Please also ensure that important information has a safety distance of at least 2 mm to the (fold) edge.

Image data

Files are preferably to be delivered in TIF, EPS or JPEG format. The highest possible quality setting is to be selected when saving as JPEG files. In general, all image data used should have a minimum resolution of 300 ppi and be separated into CMYK colors. A higher resolution (approx. 600 ppi) can and should be selected in the case of image files (pixel data) including text, as this will deliver greater character edge sharpness. In some cases it may be necessary to find a compromise between image quality and processable data quantity.

Layout data (The preferred data format is PDF)

The preferred data format is PDF, which is set up correctly in terms of position, bleed, color distribution and for output on high-end imagesetters. We can also accept documents from InDesign and Illustrator as open files. In the case of open data, however, it is absolutely necessary that these are delivered in a packaged form and that all the image and graphic files used are included. To avoid problems with the fonts, please convert them all to paths. However, if the fonts are converted into paths, no text corrections can be made later. It is therefore essential that you save the original file separately.
For the transfer of documents from other typesetting and graphics programs, we recommend the PDF or EPS file formats. PowerPoint, Paint, Word and similar programs are not suitable for creating high-end print data for packaging printing. If you have no other option here, please contact us beforehand and we will clarify how to proceed.

PDF file creation

It should be noted that not all programs generate PDF data in such a way that output on high-end imagesetters and printers is possible. The most common program for creating PDFs is Adobe Acrobat Distiller. For this purpose, a setting for the Distiller customized to our system can be downloaded from www.ebrocolor.de. When creating postscript-data, make sure you use an output resolution of 2400 dpi. Use the profiles ISO coated v2 or Fogra 39. If you create the PDF directly from the layout program without being able to store our Distiller settings, always select the highest quality level of the PDF.

ebro color

EPS file creation

EPS files can be exported from all common graphics programs (Adobe Illustrator, Macromedia Freehand, Corel Draw, ...). It is important that the entire text is converted into paths / curves before export and that the correct color mode (CMYK), the desired color distribution and the attributes for overprinting elements are used.

Colours

Please always create your print data in **CMYK color mode**. We automatically convert other color modes to CMYK, which can lead to color deviations. If spot colors are used, these should be clearly defined as Pantone colors. Texts, characters and logos that are purely black should only consist of the black component and not proportionately of the 4 primary colors. The same applies in particular to any EAN barcodes that may have been placed. The total application of ink should not exceed 320% in the entire layout.

Due to the constant expansion of our range with the most diverse types of cardboard, as well as the increase in printing systems (offset, offset anicolor technology, UV offset printing, digital printing, UV digital printing), there are slightly different results despite the most precise calibration of the machines. Please keep this in mind when choosing your colors. Please contact us before going to press.

Hot foil stamping, raised or deep embossing and partial UV varnish

If the packaging should have one or more print finishings, please create these as an extra spot color and place them at the desired position in your design. Please only use vector graphics (paths) and no pixel graphics. The selected color is irrelevant here, it just has to consist of a spot color (100%, not CMYK), be clearly named and set to overprint. If there are several designs - but they have the same finish - you can create a multi-page PDF for this. However, it is very important that the finishes fit perfectly on all sides.

Data transfer

PDF files can usually be sent by e-mail without any problems, although the data volume should not exceed approx. 10 MB. Larger files can be sent to us free of charge via WeTransfer (www.wetransfer.com) or uploaded using our upload server. We will be happy to provide you with the access data.

Quality check

The data you provide will be checked for printability and corrected if necessary. Please note that no content corrections are made (spelling mistakes, etc.). Corrections made by us will be communicated to you promptly by e-mail. Production only takes place after approval for printing.

Important!! If the data was created externally (e.g. by a graphics agency):

Please ask your data service provider specifically whether the data you have is the final high-end data intended for printing and forwarding to us. Please do not send us any low-resolution view data for preliminary checking, as no statement can be made about the usability of the data due to the mostly incorrect color distribution and low resolution.
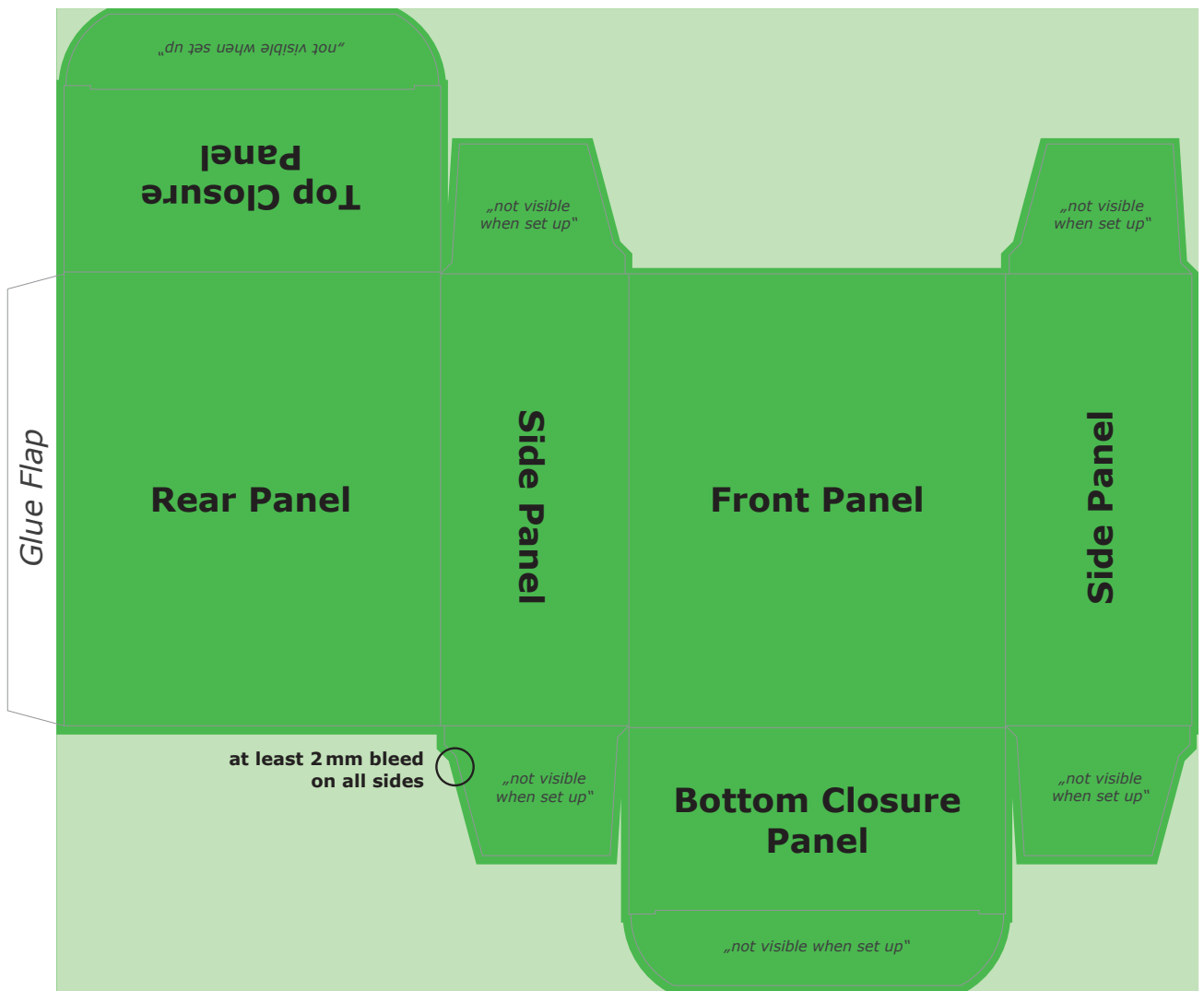
To all graphic artists and advertising agencies:
If you send your customers view PDFs, please make sure they DO NOT forward
them to us, but make the high-end data available to them! Thank you.

---

ebro color

Guidance on the correct placement and creation of the layout

Folding box

The side assignment and handling of a folding box is determined by its gluing. Image and color areas that extend to the edge of the punching contour require an additional margin of at least 2 mm for cutting (green area). Of course, the trimming does not have to be guided exactly along the punching contour, it can fill the entire rectangular format (light green area), e.g. in the case of colored areas.

„not visible when set up"

Top Closure Panel

„not visible when set up"

„not visible when set up"

Glue Flap

Rear Panel

Side Panel

Front Panel

Side Panel

at least 2 mm bleed on all sides

„not visible when set up"

Bottom Closure Panel

„not visible when set up"

„not visible when set up"

Guidance on the correct placement and creation of the layout

Pillow box

The side assignment and handling of a pillow box is determined by its gluing. Image and color areas that extend to the edge of the punching contour require an additional margin of at least 2 mm for cutting (green area). Of course, the trimming does not have to be guided exactly along the punching contour, it can fill the entire rectangular format (light green area), e.g. in the case of colored areas.

Side Panel (Outside)

Side Panel (Inside)
"not visible when set up"

Glue Flap

Front Panel

Rear Panel

Side Panel (Outside)

Side Panel (Inside)
"not visible when set up"

at least 2 mm bleed on all sides